

Inbound Marketing **101** *for* Health & Fitness Clubs



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What is Inbound Marketing?

Traditional marketing

(TV, radio, direct mail, billboards, etc.), or outbound marketing, is based on the idea of reaching out to prospects in an interruptive manner, which pushes the sale on the buyer.

Inbound marketing

(Social media, email, SEO, website, landing pages, etc.) is the opposite. It is based on the idea that you should attract potential buyers to your product or service through relevant content and educate them through their journey. Think about it. Aren't you more likely to buy from a trusted source?



Buyer's Journey
The active research process a buyer goes through leading up to a purchase.

When it comes to making sales, inbound marketing focuses on being at the right place at the right time with the right message.

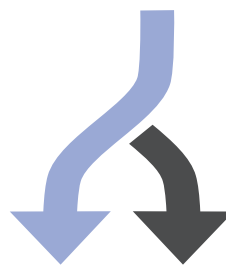
The INBOUND METHODOLOGY



1 ATTRACT strangers to your website through your blog, keywords, and social media channels.



2 CONVERT visitors into leads by obtaining their contact information through captivating forms, calls to action, and landing pages.



3 CLOSE the deal!
Nurturing your leads with automated workflows and emails will educate and influence a purchase.



4 Voilà—you've got a customer whom you can continue to **DELIGHT** so that they can become a promoter for your business.

Why Inbound Marketing is Effective in Health & Fitness Marketing



Inbound marketing works best when the product or service being considered calls for a longer or dedicated buying process — one that involves the time and research of the purchaser. For this reason, health and fitness marketing benefits from inbound because audiences looking to make a fitness purchase (membership, workshop, personal training, etc.) are usually making a multi-faceted commitment to their purchase.

Buyers researching a health & fitness purchase consider the following:

- Financial commitment
- Time commitment
- Emotional commitment

Health & fitness buyers also look for:

- Long-term support
- Availability and convenience of resources
- How much “bang for the buck” they’ll get out of their purchase

For these reasons, we can see that the buyer is clearly in a state-of-mind that will jive with the inbound marketing methodology.

Inbound leads cost 60% less than outbound leads.¹

So what reasons do you have as a health & fitness salesperson to implement inbound marketing?

1

You can leverage the active online fitness community. Fitness is an incredibly hot and versatile topic, attracting the interest and engagement of millions of participants online.

2

You’ll reach targeted communities. Because of reason #1, you’ll be able to more easily reach your targeted communities online because they readily identify themselves.

3

You’ve got a lot of content to share. Fitness content is varied and endless, perfect for attracting buyers through various stages of their buyer’s journey.

4

You have stories to tell. Everyone loves heroic success stories and there is nothing like a triumphant, personal fitness achievement.

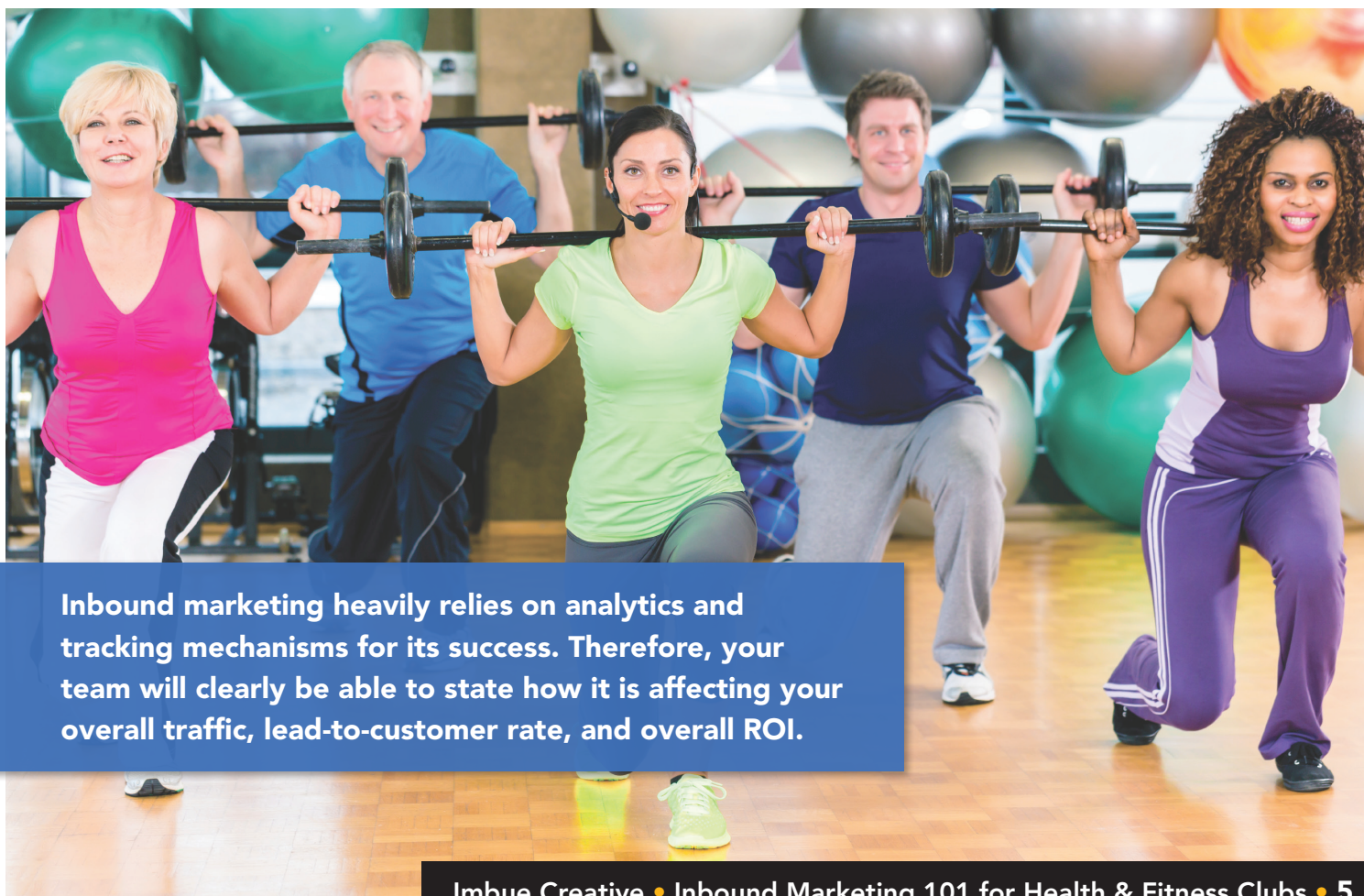
5

Inbound is cost effective and worth your small marketing team’s time. Health & fitness sellers do not always have a multitude of marketing resources at their disposal, let alone budget. Inbound ROI will make it worth your time.

How Inbound Will Help Strengthen Your Marketing Plan

Many businesses use inbound marketing to get more (and better-qualified) leads; but the benefits and goals of inbound extend much farther beyond filling your sales pipeline. Here are specific ways that inbound marketing will contribute to a health and fitness club's marketing plan:

- Promote your brand
- Attract new members
- Drive membership inquiries and requests
- Increase enrollment for
- Personal training
- Special programming
- Children's programming and summer camp
- Highlight new programs
- Improve retention
- Recruit trainers and employees
- Boost website traffic
- Optimize SEO for your location and specific programming
- Encourage staff and member engagement
- Encourage and support "tribes" of members



Inbound marketing heavily relies on analytics and tracking mechanisms for its success. Therefore, your team will clearly be able to state how it is affecting your overall traffic, lead-to-customer rate, and overall ROI.

Examples of Inbound Marketing in Health & Fitness

There are a multitude of ways your club or studio can attract new buyers in your community to your website without using traditional advertising or having to push a membership sale or price point. These two examples demonstrate the ways that having an inbound marketing plan in place can help you be prepared for when the right opportunity arises:

19% of people stay with their health club because it gives them personal access to fitness professionals.²

Catie



Catie hears about your club's 5K from a friend and registers online.

Catie clicks on the running group link, visits your website, and ends up navigating to your children's programming section.



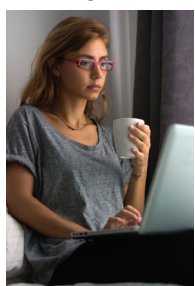
Tracking cookies recognize Catie's visit to this page and your automation software triggers an email about summer camp registration.

After attending your race, email her to thank her for her participation. Include running content, a coupon for membership enrollment, and a "forward to a friend" bonus offer.



Catie is now on two interest lists and holds program offers for each.

Taylor



Taylor is researching personal training options online.

She clicks the search result and sees a call-to-action (CTA) on your page for a quiz called "Find Your Personal Trainer Match!"

Q. = = ?
A. = = !

Taylor takes and submits the quiz, immediately receiving personalized results via email, and the personal trainer is notified of the match.

Due to strong SEO, the trainer profiles page on your website pops up in her search results.



The trainer now has a full list of quiz results revealing Taylor's interests and can call to invite her in to the club for a free consultation.



Complement Your Traditional Marketing Campaigns

Inbound is an incredibly effective way to generate website traffic and qualified leads, but that doesn't mean you need to ditch your current marketing plan or tactics.

If you are using...



Print Collateral

Brochures, class passes, workshop flyers, and personal trainer business cards are all key components to running your club's marketing. Don't forget to include a landing page or special offer URL on these pieces to help drive traffic back to your website. Include special promotional codes or unique URLs for tracking purposes.



Advertising

Traditional radio, print, and outdoor advertising still play a large part in hitting your locally-contained group of potential buyers. Digital advertising can also be targeted to specific geographical radiuses; so don't forget to experiment with pay-per-click and social media advertising.

Have a limited budget? Try these mediums for advertising seasonal activity or events to test the waters. Your inbound marketing software will track these website visitors and help you convert them into leads.

Email Marketing

Traditional email marketing is incredibly powerful and a great way to engage current customers and prospects. Reap the rewards of list segmentation and smart content (like personalization and unique content offers) through inbound marketing software to better target your recipients and increase your click-through rate.



Go Beyond Lead Generation

Generating qualified leads is one of the toughest parts of the sales process for health clubs, and by now you can see how inbound marketing can really make an impact in filling that funnel.

But what about the work that goes into moving the prospect into membership? What can inbound add to the process beyond lead generation? We're glad you asked!

Other ways inbound improves health & fitness marketing

Nurturing leads

Marketing automation is fantastic for nurturing leads, current customers, and former customers with personalized, relevant, and educational content, right up to the point of sale.

Member retention

The cost of customer acquisition is 4 to 10 times greater than the cost of customer retention.³ Inbound marketing channels allow you to keep in personal contact with your members and foster your relationship over time.

Centralized communication

Your website, social media, email marketing, CRM, and blog are all on different platforms. Tired of managing and tracking everything independently? Boom: HubSpot (see page 10).

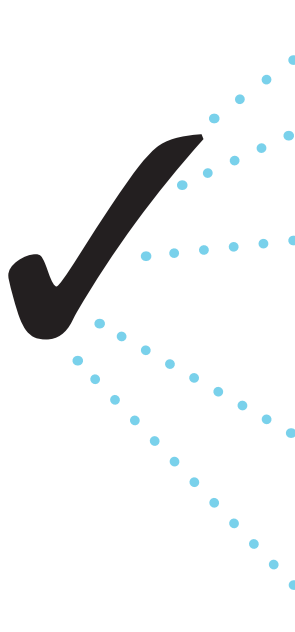


Nurturing Leads

John expressed interest in increasing his strength and flexibility when he first joined your club, but hasn't participated in any workshops or classes. Enroll him in your "Yoga & Pilates Beginners" workflow to send him automated introductory class invitations, stretching technique videos, and other educational emails over time.

Checklist: Get Started with Inbound Marketing

Before getting started on an inbound campaign, tackle or develop a plan for the following:

- 
- ☐ Develop your buyer personas.
 - ☐ Determine how and where your buyers are performing their research (social media, online search, friends, etc.).
 - ☐ Perform an assessment of your online presence—website, social media, SEO, blog, and other digital placement—and rank what's working most effectively for you and what needs work.
 - ☐ Consider the type of content your marketing department is capable of producing and the frequency at which you're willing to produce it.
 - ☐ Formulate the SMART goals you'd like to achieve with inbound.

An example of a SMART goal is as follows:

Increase visits by 20% (5,000 per month to 6,000 per month) by October 31st of this year.

Now it's your turn:

Increase _____ by _____ (starting at this amount _____ and getting to this amount _____ per _____) by this date _____.

About HubSpot

HubSpot is the world's leading inbound marketing and sales platform. Since 2006, HubSpot has been on a mission to make the world more inbound. HubSpot's inbound marketing software, ranked #1 in customer satisfaction by VentureBeat and G2Crowd, includes social media publishing and monitoring, blogging, SEO, website content management, email marketing, marketing automation, and reporting and analytics, all in one integrated platform.



Imbue Creative is a Certified HubSpot Partner

Thanks to HubSpot's thorough training and ongoing education, our team is completely adept at using the software to its fullest potential. In fact, we use it every day for our own business. Between our expertise and HubSpot's capabilities, we have no doubt that your digital presence will experience a notable boost when we start working together. In fact, the average HubSpot user increases website traffic & leads by 13-32% every month.

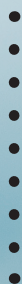
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2. "11 Dramatic Health Club Industry Statistics." Brandon Gaille, April 3, 2014. Accessed October 5, 2015. <http://brandongaille.com/11-health-club-industry-statistics/>
3. "Cost of customer acquisition vs customer retention." The Chartered Institute of Marketing, March 2010. Accessed October 5, 2015. <http://www.camfoundation.com/PDF/Cost-of-customer-acquisition-vs-customer-retention.pdf>

About Imbue Creative

Imbue Creative offers you the right blend of experience, expertise, and industry exposure that makes us the perfect partner to support your organization and work as a trusted member of your team. We can bring you tangible results to meet your goals and objectives and improve your overall performance.



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